

ABSTRACT

The present invention provides a digital broadcast system and method for enabling a viewer linkage to internet service providers via a channel remote controller. The channel remote controller can transmit one of a plurality of channel request signals in response to the viewer's selection. Each channel request signal corresponds to one of the internet service providers. The system comprises a communication apparatus, a broadcast station communicating with the communication apparatus, and a terminal electrically connecting with the communication apparatus for display presentation from the linked internet service provider. The communication apparatus receives the signal from the channel remote controller, converts the signal into a corresponding script to link to the corresponding internet service provider, and transmits the corresponding script. The broadcast station receives the corresponding script from the communication apparatus, executes the linkage to the corresponding internet service provider in accordance with the corresponding script, and displays presentation from the linked internet service provider on the terminal. Thus, viewers can link to internet service providers by a way similar to controlling traditional TVs.